

# CROSS CULTURAL

ADAPTATION



*CONTINGENCY*



# LESSON OBJECTIVES

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- Compare and contrast US values with other world views and explain how world views affect US relations.
- Discuss awareness to “culture” as it affects behavior, perspective and the ability to function in a dissimilar culture.



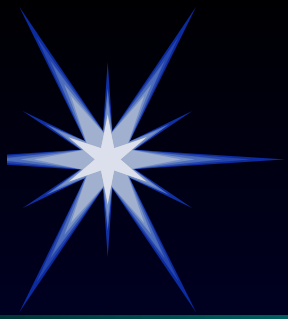
# CROSS CULTURAL COMMUNICATION

## HOW CAN I USE THIS?

- RECOGNIZE DIFFERENCES
- UNDERSTAND THE RELEVANCE
- APPRECIATE DIFFERENCES







# CROSS CULTURAL COMMUNICATION

## VALUES

Affect attitudes, preferences, and views of what is desirable and undesirable. Influences religion, economics, aesthetics, politics, and interpersonal relationships.



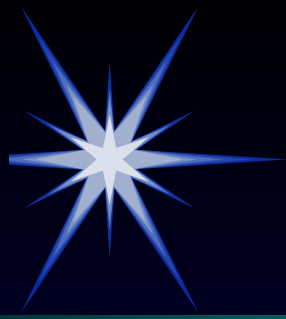


# CROSS CULTURAL COMMUNICATION

## Value Orientation

*Having been conditioned and continuously applied, **value orientation becomes**, in large measure, **subconscious habits** of perception and thought.... People are more consciously aware of attitudes and subconscious values.*





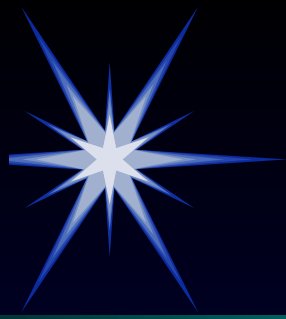
# CROSS CULTURAL COMMUNICATION

## Enculturation



**Is a process in effect, which  
we are programmed to think  
and behave in particular ways**



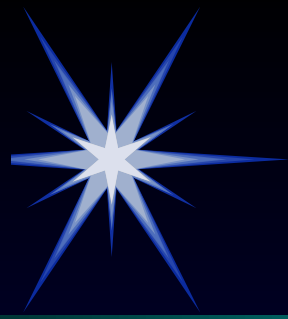


# CROSS CULTURAL COMMUNICATIONS

## ETHNOCENTRISM

- The belief in the superiority of one's own ethnic group.





# CROSS CULTURAL COMMUNICATIONS

## Collective Culture

- Is where people place emphasis on the group and personal dignity and conflict is resolved indirectly in order to maintain the integrity of the group.





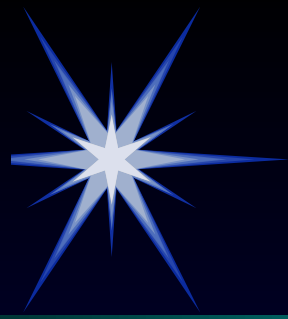


# CROSS CULTURAL COMMUNICATION

CULTURE:

A set of habits and patterns based on past experiences





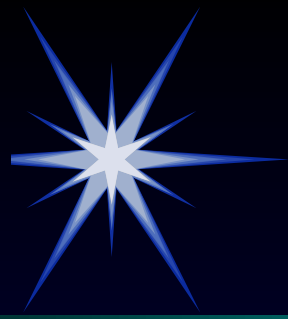
# CROSS CULTURAL COMMUNICATIONS

## Xenophobia

One who fears or hates strangers or foreigners or anything that is foreign.







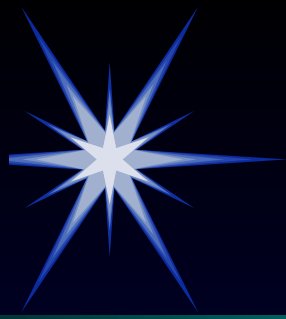
# CROSS CULTURAL COMMUNICATIONS

## Culture Shock

**A condition of anxiety and confusion that can affect an individual suddenly exposed to an alien culture**







# CROSS CULTURAL COMMUNICATIONS

## Empathy

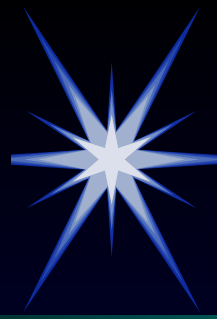
*Identification with and understanding of another's feelings, situation, and motives.*





# Compare and Contrast U.S. Values with other World Views





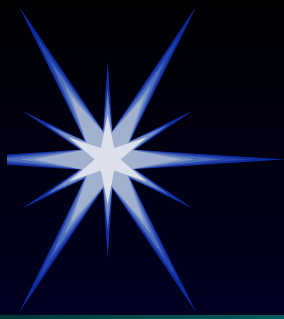
# Primary Ethical Values

Joint Ethics Regulation, DoDD 5500.7R,

Chapter 12

- Honesty      ▶ Promise Keeping
- Fairness      □ Accountability
- Responsible      □ Pursuit of  
Citizenship      Excellence
- Integrity      □ Respect
- Caring      □ Loyalty





# CULTURAL BOUNDARIES

- Nations contain many different cultures / subcultures
- Dominant set of American Values
  - ➔ From Northern European Origin - Judeo-Christian
  - ➔ U.S. demographic variations
  - Adaptations to environment





# CULTURE CONTRAST

## United States

### World

- **HARD WORK / GAIN  
BIRTHRIGHT**

- **COMPETITION  
COOPERATION**

- **INDIVIDUALISM  
GROUP**

- **EQUALITY**

**STATUS /**





# CULTURAL CONTRAST

## United States

### World

- **RELIGIOUS FREEDOM** 

**RELIGIOUS RULE**

- **NUCLEAR FAMILY  
FAMILY**

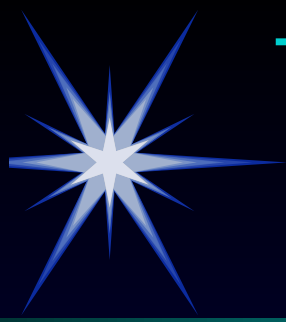
**EXTENDED**

- **YOUTH OR**

**THE VENERATED**

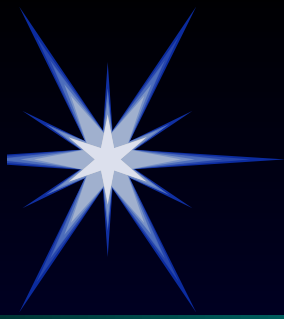






# **Dominant American values as contrasted with international values**

- ▶ Time
- Work-Social Mix
- Friendship
- Status
- Indirect  
Resolution of  
Conflict
- Distance
- Touching
- Thinking
- Language
- Living  
Patterns



Discuss Awareness to “Culture” . . .  
as it affects behavior, perspective  
and the ability to function in a  
dissimilar culture





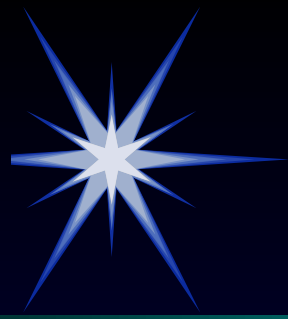
# CROSS CULTURAL COMMUNICATIONS

## Problems of Ethnocentrism

- \* Xenophobia
- \* Stereotyping
- \* Prejudice







# CROSS CULTURAL COMMUNICATIONS

## Culture Shock

**We all experience culture shock to some degree or another, and it generally occurs in four phases:**

**Phase 1: Honeymoon**

**Phase 2: Stress and Adaptation**

**Phase 3: Acceptance.**

**Phase 4: Maturity.**





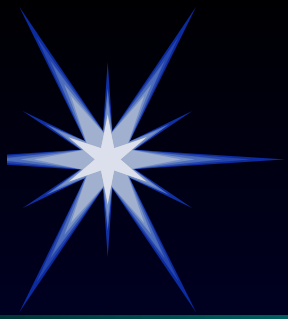
# CROSS CULTURE COMMUNICATION

## • Human Relations

1. Speak to people.
2. Smile at people.
3. Call people by name.
4. Be friendly and helpful.
5. Be cordial.
6. Be genuinely interested in people.
7. Be generous with praise - cautious criticism.
8. Be considerate with the feelings of others.
9. Be alert to give service.
10. Add to this a good sense of humor.



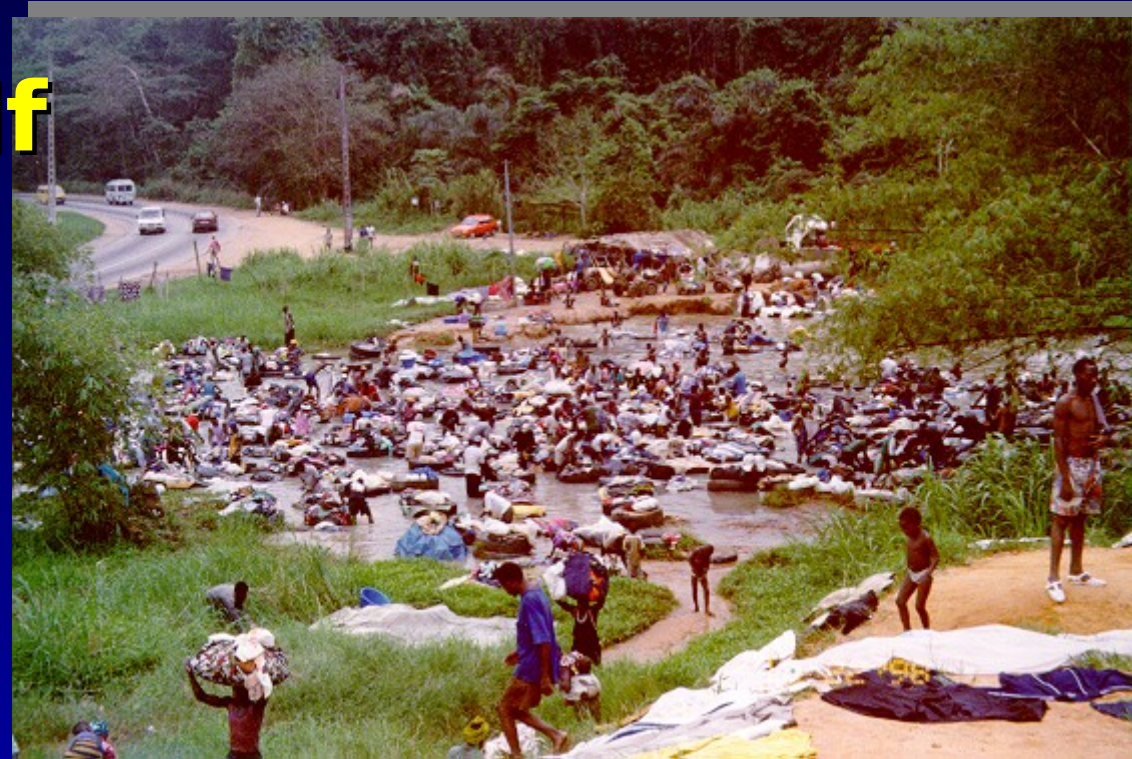




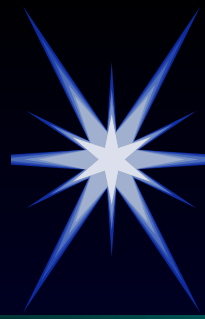
# CROSS CULTURE COMMUNICATION

## Do's and Taboo's

- **Varies with the culture**
- **Familiarize yourself with host country**



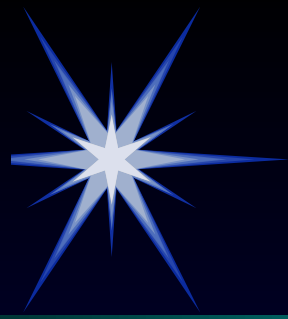




# CONVERSATIONAL TABOOS

- Religion
- ▢ Politics
- ▢ Highly personal questions
- ▢ Saying “NO”
- ▢ Geography
- ▢ Ethnic jokes





# SUMMARY & CONCLUSION

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- Culture is the body of shared values.
- Learned behavior is transmitted from generation to generation.
- Awareness of and adaptation to cultural differences can greatly enhance relations with your host country and your ability to accomplish the mission.